

SAN MATEO TRANSIT-ORIENTED DEVELOPMENT (TOD) PEDESTRIAN ACCESS COMMUNITY ENGAGEMENT PLAN

The Community Engagement Plan provides a clear path to inform and develop a successful TOD Pedestrian Access Plan by engaging early and often, targeting outreach for underrepresented demographics, and providing a range of engagement activities to solicit feedback. We recommend the following Community Engagement Plan to ensure the final TOD Pedestrian Access Plan reflects community priorities. The engagement process is designed to achieve the following outcomes:

1. The community knows what a TOD Pedestrian Access Plan is and understands the goals and potential impacts of the plan.
2. Community engagement activities reach and celebrate the voices of populations typically underrepresented in the planning process*, including:
 - People who have not previously participated in planning processes
 - The Latinx community
 - Low- and moderate-income households
 - Vulnerable users such as seniors and youth
3. The community sees their input in the final TOD Pedestrian Access Plan.

*These key groups were identified based on historic patterns of exclusion and recognition that infrastructure that serves our most vulnerable users, serves us all. Feedback received during the San Mateo General Plan engagement phase identified the Latinx community, specifically, as a key demographic often left out precluded the planning process.

COMMUNITY ENGAGEMENT PLAN

In order to achieve our project and engagement goals, Fehr & Peers and Urban Planning Partners conducted interviews with key stakeholders in the City of San Mateo. Based on outreach from previous planning processes and discussions with City staff, we focused our interviews with three distinct interest groups within the community: seniors, youth, and the Latinx community. We spoke with key representatives with experience and advocacy for their respective community group. Our interviewees and their affiliations are listed below:

Interest Group	Interviewee and Affiliation	Interview Date
Seniors	Vince Siminitus, Aging and Retirement Activist	July 7, 2021
	Monika Lee, Chair of the San Mateo Senior Citizens Commission	July 15, 2021
Youth	Adam Wilson, Program Manager at Youth Leadership Institute (YLI) San Mateo; Alheli Cuenca, Bay Area Director of Programs at YLI	July 15, 2021
Latinx Community	Frances Lobos, Community Health Planner Co-Chair, Diversity & Equity Council Maria Lorente-Foresti, Director, Office of Diversity and Equity	July 12, 2021

KEY TAKEAWAYS

Each interview provided valuable insight and strategies for how to best reach and elicit participation from participants. Essential feedback from each stakeholder group representative(s) that directly informs our overall community engagement plan is outlined below. The feedback from each key stakeholder group was invaluable in determining the type, time, and agenda for an event or activity.

Senior Community

- Late afternoon and early evening meetings on weekdays are best for this group
- Including a recognizable and well-known individual in the senior community as part of the meeting agenda is a great way to ensure greater attendance
- While some interactive meeting-types can be fun, most seniors feel most comfortable with a community meeting presentation and break-out groups of their peers. Make sure facilitators speak clearly, loudly, and all instructions are easy to read is also essential in these settings.
- The best way to promote events for seniors is through The (San Mateo) Daily Journal, NextDoor, and building lobby message/announcement boards.
- Getting to and from the Hillsdale Shopping Center is an area of particular concern for many seniors; in particular the nearby pedestrian passageways are seen as unsafe

Youth Participants

- Concerns over safety at bus stations and walking even short distances for programs and activities
- Hillsdale Shopping Center is a good place to find youth congregating
- Engaging with San Mateo High School directly; could align with back-to-school activities
- Providing incentives for participation is key
- Youth value equity, social justice, and healthy communities – frame the plan with these values
- Monday nights are not preferred by youth

Latinx Community

- Virtual meetings/events will be better for the Latinx community (lower vaccination rates, higher sickness and death rates among middle-aged Latinos)
- Greater attendance and reception if the events are sponsored or done in partnership with an existing and trusted community group or organization
- Facebook seems to be the best place to reach older Latinx community whereas other social media (TikTok, Instagram) are best for younger generation
- Making sure information is accessible in multiple languages and that the event is easy and straightforward to access
- Evening sessions are typically best (not during the 9-5 workday) and Tuesday/Thursday evenings are usually most successful

All stakeholders expressed confusion with the term "TOD" and suggested that we use a less technical term for outreach purposes. We recommend using "San Mateo Walks to Transit" as the primary header on all outreach materials. The full plan name "San Mateo Transit-Oriented Development Pedestrian Access Plan" would be introduced in smaller text.

COMMUNITY ENGAGEMENT PLAN

Outreach Methods				
<i>Who we're reaching</i>	Senior Community	Youth	Latinx Community	Notes
SM Daily Journal Ad	x			Will complete this if we can get a free ad or low-cost ad
Project Webpage				A project webpage hosted on the City's website will provide information about the project and upcoming outreach events, serve as a landing page for the survey link, and reach the broader community within San Mateo.
NextDoor	x			Announcement for Community Meeting as well as survey QR code and link.
Flyers		x	x	Virtual flyers (message boards, social media—see below); Physical flyers with survey QR code and link around Hillsdale Shopping Center, Downtown businesses, Caltrain stations, SamTrans bus stops/stations, building announcement boards, school announcement boards. Flyers will be translated into Spanish.
Email Blast + Listserv + Text Blast	x	x		Utilize City's existing Transportation Projects and Planning listserv as well as Senior Commission listserv of interested parties/newsletters and YLI text blast to San Mateo participants. Email blast will be translated into Spanish as necessary.
Local Interest Group Meetings (almost all virtual)	x	x	x	Announcements and brief attendance at up to eight existing meetings potentially including: San Mateo County Diversity and Equity Council, Bay Area Community Health Advisory Council, San Mateo County Immigrant Services, San Mateo County Suicide Prevention Committee, Latino Families Group (at SMHS), YLI Fall Cohort Orientation/Training, Senior Commission, Office of Education and Safety Training Traffic Assessment, Pride Center, and San Mateo County Civic Engagement Training. If requested, meeting visit can be conducted in Spanish. Groups will be given the survey link and asked to distribute the survey to their networks.
Social Media (Instagram, Facebook)		x	x	City of San Mateo social media channels on Instagram, Twitter, and Facebook (including Public Works, Library, Parks & Recreation, SMPD). <i>Potential: SamTrans/Caltrain Instagram, Twitter, Facebook; Diversity and Equity Council Facebook.</i> Social media posts will be translated into Spanish.

Engagement Activities				
<i>Who we're engaging</i>	Senior Community	Youth	Latinx Community	Event Materials and Location
Community Meeting¹	x			Downtown Main Library (Room with courtyard), presentation; translation and interpretation services; breakout group questions and prepped facilitators; poster board maps, stickers, markers, feedback cards; food/snacks. A Spanish interpreter will be available to host a Spanish-only breakout group if needed. This will be advertised on promotional materials.
Map Survey²		x		Survey will prioritize areas of concern for the community. Survey will be available in Spanish.
Pop-Up Surveys³		x	x	One each at Hillsdale Shopping Center, Downtown San Mateo, Latinx-community grocery store or faith-based event (e.g., Mass). iPads with survey, poster board with map, markers, and stickers (as needed) (availability TBD)

¹Community Meeting: The current plan will be to hold an in-person, indoor/outdoor event at the Main Library in Downtown San Mateo.

However, depending on public health guidelines leading up to the event, there is a possibility the meeting will be held virtually. The meeting will include a presentation with background context on the project purpose, desired outcomes, and primary questions for discussion. The attendees will be separated into 3-4 breakout groups (depending on total attendance) and be asked more specific questions about their experience in San Mateo within the study area. Using maps, stickers, and markers, the group facilitator will capture key information on the map as well as through notetaking. If the meeting is held virtually, we will utilize screen sharing and virtual tools to the same effect. The attendees will come back to a large group for closing thoughts and Q&A. Potential: Senior advocate/local guest speaker to incentivize attendance.

²Map Survey: To best capture direct feedback on areas within the study area, UPP/F&P will create an interactive map survey to be taken online. The survey will include an educational introduction and will touch on areas of greatest concern and personal experience as well as a rank-choice 'wish list' section that details out the different types of safety and pedestrian improvement opportunities as part of this plan. The survey will ask optional demographic information to best understand the groups we are reaching and be offered in both English and Spanish. The survey link will be distributed through a QR code on sidewalk decals and flyers (see outreach strategies above).

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